

Customer Service Application

Specific Criteria

Closing Date 28th August 2009 at 5pm

HILLS EXCELLENCE IN BUSINESS AWARDS 2009

CUSTOMER SERVICE

This award recognises a business, company or organisation that has demonstrated exceptional customer service.

Entrants in this category will be required to: outline the qualities and strengths which they believe make their organisation's customer service outstanding and explain the principles that motivate their customer service strategy and how they communicate with and retain their customers and evaluate their success.

Your response to the specific criteria below should be a maximum of three (3) typed A4 pages with a minimum font size of 10pt: (Start your response on a new page)

SPECIFIC CRITERIA

- Customer Service Policy
- Strategy to deliver exceptional customer service
- Review of customer satisfaction
- Measurement tools of customer satisfaction
- Continuous improvement of customer service
- Explain how you continue to delight your customer once they have become accustomed to a certain level of service
- Ensuring delivery of equality and quality customer services
- Customer grievances/complaints strategies

EVIDENCE GUIDELINE

- Roles of management and employees, who ensures correct information is passed onto customers and how?
- Outline qualities and strengths of your outstanding customer service
- Define good service for your company
- Outline methods of controlling the consistency of service or quality of product provided for customers
- How do you deal with customer grievances
- Does your company have a unique selling proposition (USP) that entices your customers to return for business?
- Describe other skills used to gain repeat business
- Explain how achievement of exceptional customer service is measured
- What is done with measured feedback?

Note; This list is a guide only of some of the evidence that may demonstrate your business success in this category, it is not an exhaustive list, nor may the entire list be relevant to your business or necessarily all that demonstrates the above criteria.

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ANSWER:

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